IBS
INTERCOLLEGIATE BROADCASTING SYSTEM
YOUR EXPERIENCED RESOURCE

RADIO NEWSLETTER

Vol. 11, No. 3 - Jan/Feb 2005
News & Resources for
Station Operations & Development

65th Annual IBS National Convo set for March 11-12-13, 2005
First IBS Member Station Delegate Admitted Free!

In a move designed to again make it easier for more member stations to be there, IBS has continued last year's convention registration fee structure which allows for the *first* delegate from all current IBS member stations to register FREE! After that, advance registration for member station delegates is just $80 each to a maximum of $480 per station.

What this means is smaller IBS member stations which can only send 1 person have no registration costs at all! Larger stations can send as many of their staff as they'd like for a maximum of $480 per station. Every member station can save!

Who Should Be There and Why:

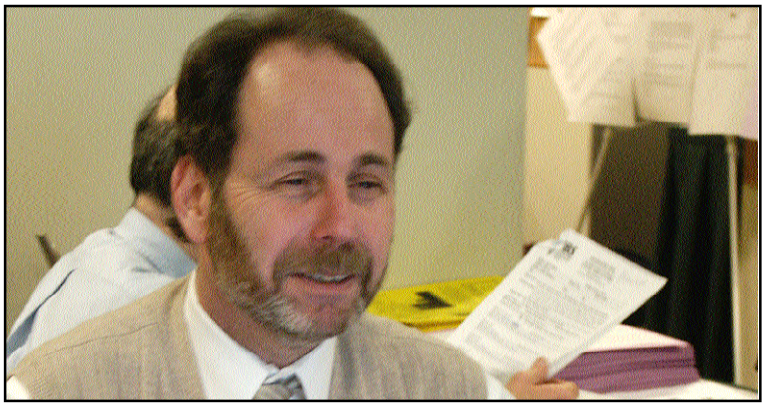
Anyone involved in the staffing, management, programming, operations, news, technical or any other aspect of participating in a school or college-based radio station. Basically... it means anyone associated with your station, including students, faculty, and community volunteers.

Expect a weekend packed with practical information that will help you and your station improve on what you already have... get answers to the problems you're having – from a mix of industry professionals and people from other stations just like yours.

When we say the weekend has something for everyone, we mean it. Here i s just a sampling of the session topics in recent years:

- Radio & Record Company Relations
- Latin/Salsa Programming
- Reggae music workshop
- Announcers' Forum
- Station Training Programs
- Making a Station CD/ Producing Concert Events
- Broadcast Writing
- Maintaining & Developing Your Station
- Community College Radio
- Station Managers Forum
- Fundraising, Radiothons, Underwriting
- Alternatives to FM Broadcasting
- The Local Music Scene
- NYC radio station Tours
- Museum of TV & Radio
- Music Licensing/Copyright including DMCA
- Carrier Current/Cable
- FCC Information Forum
- Computers & Software
- Engineering For Non-Engineers
- Web Streaming: Anyone can do it!

continued on Page 4



IBS President and National Conference Chair Norm Prusslin is in charge of the sessions for the upcoming 2005 IBS National Convention

IBS Coast-to-Coast One-Day Fall Conferences: Another Big Hit! – see page 3 inside

Programming Forced On Student Stations Would your school or college go behind your backs?

Over the past 10 or 20 (or maybe more) years, we at IBS have noticed that there has been a quiet but significant activity where licensed on-air student stations have been slowly (or suddenly) taken over by college administrators who then move the programming in a direction away from what the students have been airing.

We were reminded of this recently by situations at 2 student stations in Connecticut: WESU at Wesleyan and WNHU at the University of New Haven.

At both of these stations, similar moves have been made behind the backs of students by college administrators who want to see National Public Radio (NPR) programming aired replacing locally-produced student programs - at least at certain times. Often, these moves are made while the students are on vacation, like summers, holiday, and semester breaks.

At other stations, students have been kicked out almost entirely, or allowed to work pretty much as "interns" under the "guidance" of hired professionals. Some may even be allowed to be on-air in weekend or overnight slots.

In most cases, the station license is held by the school or college and they are held responsible for what is broadcast. But, in a typical situation, it's hard to believe realistic benefits other than an imagined "prestige" factor at work. In both of these markets in Connecticut, the signals from existing public stations already make "All Things Considered" and "Morning Edition" available, in some cases at multiple spots on the dial.

IBS urges its student-staffed stations to be aware of these incidents, and take a look at their own situation.

We'll discuss the topic in more depth at the IBS National convention in New York City. Your thoughts, ideas and suggestions are welcome.

Conference Notes and Pix

Dr. Robert Hilliard

One of the featured speakers at the upcoming IBS National Convention is Dr. Robert Hilliard. Formerly Dean of Graduate Studies and Dean of Continuing Education at Emerson College, Dr. Hilliard teaches courses such as Media Programming, The Media and the Holocaust, Hate.com, Communication Law, and Pictures of Protest.

He was formerly Chief of the Public Broadcasting Branch of the Federal Communications Commission and Chair of the Federal Interagency Media Committee for the White House. A frequent lecturer on media and education on all continents, Dr. Hilliard is the author of more than 30 books on communication, including several leading media texts.

Over the years, Dr. Hilliard has been a champion for school and college broadcasters and, along with IBS, fought hard to keep 10-watt FM stations alive.

Larry Miller is a broadcast veteran and now on the faculty of the New England Institute for Art. Larry has helped inspire broadcasters at the IBS One-Day conference in Boston for several years.

Hands-on Webcasting as featured at the IBS Boston conference at The New England Institute of

Prolific author Dr. Michael Keith is a scheduled speaker at IBS, New York City. Mike has been participating at IBS Conferences for many years.

Matthew Payne, VP, AIR

Small group and one on one sessions with AIR (Association of Independents in Radio) members are a vital part of every IBS Conference. They'll be with us in NY in March as well as the full schedule of coast-to-coast conferences in the Fall.

Copyright Royalty & Distribution Reform Act Extends 2004 Rate to 2005

The new law signed by the President in December, 2004 extends the current IBS Member webcasting rate of $275 annually for most IBS Members through 2005.

IBS Members continue to be exempt from record-keeping and reporting of music streamed. Campuses of over 10,000 full-time students pay an additional $250 large campus surcharge for a total annual fee of $525.

IBS can provide your station with a copyright invoice and all necessary forms for processing your payment to SoundExchange.

IBS Branch Office Phones Provide Easier Access for Your Station to IBS.

Now, it's easier and closer than ever for your station to reach IBS with your questions about station operations, FCC rules, webcasting and more. Our main office phone remains the same: 845-565-0003. But, in addition, you can call us through one of our branch office phones in a city near you:

U.S. Cities

New York, NY - (212) 400-1631
Washington, DC - (202) 517-6709
Boston, MA - (617) 933-9624
Chicago, IL - (312) 924-4800
Los Angeles, CA - (213) 412-3158
San Francisco, CA - (415) 738-0548
Oakland, CA - (510) 868-0892
San Diego, CA - (619) 819-2957
Nashville, TN - (615) 724-0524
St. Louis, MO - (314) 754-8447
Tampa, FL - (813) 426-3642
Salt Lake City, UT - (801) 413-2967
New Orleans, LA - (504) 210-3653
Philadelphia, PA - (215) 825-5163
Pittsburgh, PA - (412) 894-0006
Dallas, TX - (214) 269-1167
San Antonio, TX - (210) 579-0596
Detroit, MI - (313) 281-4001
Minneapolis - St. Paul - (612) 605-4429
Milwaukee, WI - (414) 431-8178
Columbus, OH - (614) 559-4614
Seattle, WA - (206) 274-4668
Indianapolis, IN - (317) 536-2726

IBS is easy to reach from wherever your station is located.

IBS Coast-to-Coast One-Day Conferences: A Huge Hit!

What would motivate over 500 students to show up at school on a Saturday? The chance to talk with working professionals in radio around the country and the opportunity to meet with other young broadcasters and educators from 20 states did the trick.

The Fall 2004 IBS One-Day Conferences were a huge success. Columbia College in Chicago got the ball rolling in late October with the first-ever IBS Midwest Regional. The following week, IBS was in Brookline, Ma. at The New England Institute of Art for the third annual East Coast Seminar. Then, the road show moved to the West Coast at The Webb Schools for our second Los Angeles event.

Students from over 50 schools and colleges took part in discussions and workshops on a wide range of radio skills and issues including Production, Promotions, News and Information, FCC Rules and Regs, College and Community Relations, Fundraising and Underwriting, Music Programming, Career Planning and much more.

These sessions were led by leading industry professionals representing professional radio stations, broadcast companies, communications law, the FCC, record labels, programming service providers, and student managers of numerous college and high school radio stations, both broadcast and web.

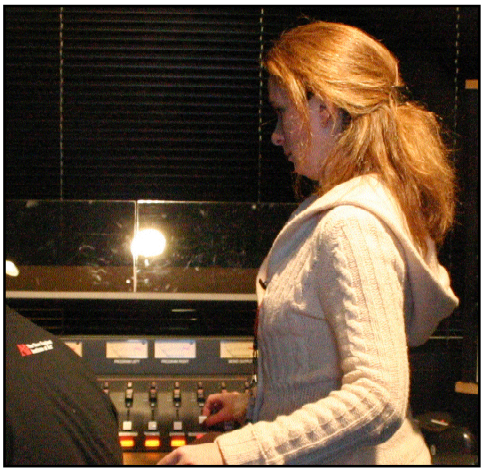
Ideas, phone numbers and e-mail addresses were shared as IBS brought students and educators together to help form partnerships, offer mutual assistance and compare notes on how today's high school and college radio stations are being programmed and managed.

Plans are already in the works for the IBS 2005 One-Day Conferences and we are growing. Watch the IBS newsletters and check our fabulous new website for information. This year, we plan to add New Orleans to the list of IBS conference sites and we are planning to add at least one more site in 2006.

Here's the lineup for 2005 (tentative) :

October 22 – New Orleans, Louisiana
October 29 – Chicago – Columbia College
November 5 – The New England Institute of Art – Brookline (Boston)
November 12 – LA/Claremont – The Webb School

IBS Chair John Murphy and IBS Board Member Diana Beedy head up discussion group at LA/Clarement



Hands-on Production Session at the IBS One-Day Conference at the New England Institute of Art

Federal Communications Commission

Donor Announcements: What they cannot say...

Among the most frequent questions we get from stations are about the content of donor announcements. While there are many different interpretations of the FCC rules on this, basically you are not allowed to use terms that are considered qualitative, comparative or promotional. And, your copy cannot include a "call to action" on the part of the listener. If they sound like they're a commercial, then the copy probably is not allowed.

Of course, these restrictions apply only to FCC-licensed noncommercial stations. Web streaming and carrier-current are exempt.

Quarterly Issues/Programs List Due in Public File

The Quarterly Issues/Programs list covering the months of Oct-Nov-Dec, 2004 were due in your station's Public File by January 10, 2005.

The Quarterly Issues/Programs list covering the months of Jan-Feb-March, 2005 are due in your station's Public File by April 10, 2005.

If you have questions regarding the details of the quarterly issues/program list, please check our web site or get in touch with the IBS office by email or phone.

IBS NYC to Feature Technology

IBS Conferences are marvels in technology. Tom Gibson, IBS VP for Technology for over a decade, is always on hand at IBS NYC to assist IBS Members with technical questions, problems, and challenges.

Back in the 40's, IBS co-founders invented carrier-current radio. IBS was then instrumental in getting the FCC to reserve what became the noncommercial FM band. We were the first to negotiate web streaming for student stations. IBS Board and Staff have over 1,000 years of cumulative radio and TV experience. IBS New York City is your chance to add to your personal skills and make your radio or TV station the very best.

65th Annual IBS National Conference

Friday-Saturday-Sunday, March 11-12-13th, 2005 • Hotel Pennsylvania, New York City

continued from Page 1

- Careers in Media
- Public Affairs & Syndicated Programs
- Station Relations with Campus & Community
- Equipment Purchases
- EAS/Emergency Alert System
- College Music Directors
- College Program Directors
- High School Station Conference
- Program Guides in the Digital Age
- How To Do A Remote Broadcast
- Independent Record Labels
- Industrial/Goth music workshop
- Satellite Radio workshop
- Station Budgets & Finances
- Local News workshop
- World music & International Radio
- Sports Broadcasting
- Publicity and Promotions
- Web Site Development
- Commercials/Advertising
- Classical music Forum
- Student TV and your Radio Station
- The Role of Faculty Advisors
- Internet broadcasting
- Jam Bands, Roots music
- Academic Planning For Media Careers & Internships
- Station Organizational Structures
- Designing & Re-designing your Audio Chain
- Hip-Hop/Rap Panel
- Jazz music Panel
- Hard Rock/Loud Rock Panel
- Urban/R&B
- Acoustic/AAA singer/ songwriters music panel

Wow! We said there'd be something for everyone...and there is.

We're in the final planning stages for the 2005 convention, so we can't guarantee all of these topics will be scheduled. And, there may be new ones as well. But, at least this will give you some idea of the diversity of topics to expect.

If you have anyone from your station you'd like to see get on one of our session panels, drop us an email at: IBSHQ@aol.com right away! Tell us about their qualifications and why they'd make a good addition to our scheduled panelists. If you have an idea for a session topic and speaker that are not listed, let us know and we'll see what we can do.

You'll find a registration form coming in the mail soon, or just go to our web site at www.ibsradio.org and you'll find a link to a registration form you can print out and send in with your payment check.

As the program planning develops, we'll post the latest on our web site, so check back to get the updates.

The convo is coming up soon, so now is the best time to do your planning. Talk it up at your station, get those registrations in to us, and make your hotel reservations NOW, while there's still time and rooms available.

With our discounted rate structure, things are likely to again fill-up quickly, so get it done early. (You can always change the names later if someone can't make it and someone else takes their place).

To summarize, here is a registration rate chart for IBS member stations who register in advance:

	Each	Total
1st Delegate:	FREE	FREE
2nd Delegate:	$80	$80
3rd Delegate:	$80	$160
4th Delegate:	$80	$240
5th Delegate:	$80	$320
6th Delegate:	$80	$400
7th Delegate:	$80	$480 (max)

8th Delegate and up: FREE
(included in the $480 maximum)

Hotel Room Reservations

You'll have to book your own room reservations, but we've worked out a special $119 single/double rate/night with the hotel. To get this rate you MUST mention that you're with the IBS National Convention. Call them toll-free : 1-800-223-8585

You'll need to reserve a room for Friday & Saturday nights, but if you want to take advantage of some of the early activities on Friday, reserve for Thursday night as well. That will also give you some more time to see New York City.

Of course, New York City is home to some major broadcast stations and we'll try to arrange some tours of their facilities.

New York is also home to a lot of record labels and an incredible late-night club scene. You'll be right in midtown, where much of the action is, and also just a short cab ride from Greenwich Village, SoHo and other major attractions. Madison Square Garden is right across the street. No matter what kind of food you like, you'll find it in NYC. If you're into more touristy things, there's the Statue of Liberty, Empire State Building, Rockefeller Plaza and more. (You can even be a part of the crowd waving wildly at NBC's Today Show!)

The benefits of being there can mean a lot for you and your station. You'll get more practical help and information in a single weekend in one place than anywhere else.

We've made it affordable, accessible and designed for student-staffed stations like yours. Don't miss it!

Many more to come, but among the early speakers confirmed are Allen Myers and his famous FCC Q&A sessions, Dr. Michael Keith, prolific author of media-related books, and Dr. Robert Hilliard, who has also written a number of books and was head of the educational broadcasting division at the FCC a number of years ago.

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